



LEEDS
BECKETT
UNIVERSITY

Course Specification

MSc Experiential Event Marketing

Course Code: MEXEM

2022/23

leedsbeckett.ac.uk

MSc Experiential Event Marketing (MEXEM)

Applicant Facing Course Specification for 2022/23 Postgraduate Entrants

Confirmed at 23.03.2022

General Information

Award	Master of Science Experiential Event Marketing
Contained Awards	Post Graduate Diploma Experiential Event Marketing Post Graduate Certificate Experiential Event Marketing
Awarding Body	Leeds Beckett University
Level of Qualification and Credits	Level 7 of the Framework for Higher Education Qualifications, with 180 credit points at Level 7 of the Higher Education Credit Framework for England.
Course Lengths and Standard Timescales	Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is confirmed below: <ul style="list-style-type: none">• 12 months (full time, campus based, September start)• 15 months (full time, campus based, January start)• 24 months (part time, campus based, September start)• 27 months (part time, campus based, January start)• 24 months (full time, campus based, September start, with sandwich placement)• 27 months (full time, campus based, January start, with sandwich placement)
Part Time Study	Part-Time delivery is usually at half the intensity of the Full-Time equivalent course, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different sequence to that defined within this information set but the modules offered within each level are consistent. Please note that the work placement option is not generally available to Part-Time students.
Location(s) of Delivery	Headingley Campus, Leeds
Entry Requirements	Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here:

<https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/>

Admissions enquiries may be directed to:
AdmissionsEnquiries@leedsbeckett.ac.uk.

Course Fees

Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.

There is a placement option for this course and the cost of this for students entering in 2022/23 will be £1,600 for UK students and £3,000 for international students.

Timetable Information

Timetables for Semester 1 will be made available to students during induction week via:

- i) The Student Portal (MyBeckett)
- ii) The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/academicregulations)

There are no additional or non-standard regulations which relate to your course.

Key Contacts

Your Course Director

Simon Bell

Your Academic Advisor

An Academic Advisor drawn from the Course Team will be allocated to you at induction.

Your Course Administrator

Tom Greasley events@leedsbeckett.ac.uk

Sandwich or Other 'In Year' Work Placement Information

Summary

Students on the full time, campus based route may opt to take a sandwich placement. (Please see above for placement costs.)

All students will undertake one or more periods of work-based learning within an appropriate industry context as part of the compulsory Professional Practice module.

Length

40 weeks on the sandwich placement.

Minimum 80 hours as part of the compulsory Professional Practice

Location

Students are responsible for obtaining their own placement, with assistance from the University. The locations will vary, dependent on the opportunity.

Professional Accreditation or Recognition Associated with the Course

Professional Body

Association of British Professional Conference Organisers (ABPCO)

Accreditation/ Recognition Summary

The school's UK Centre for Events Management is recognised as a Centre of Excellence by the Association of British Professional Conference Organisers (ABPCO). This ensures this course is relevant and well connected to the needs of the events industry.

Course Overview

The MSc Experiential Event Marketing course is designed to develop the knowledge, skills and attributes to operate at a strategic level in varied marketing roles in the events industry.

The course has been reviewed to ensure that it addresses contemporary concerns via a knowledge of recent developments in the academic field of experiential marketing and events management. The latter encompass (but are not limited to) critical areas of event marketing such as experiential design and value creation, event evaluation, consumer analytics and strategic insights, memory making, research methods and independent projects. These functional aspects are also considered alongside recent social, political and ethical concerns as they relate to the marketing and management of experiential events e.g. responsible consumption, environmental practices and event security.

The course also aims to provide students with transferable critical, evaluative research skills which will allow them to make sound decisions within the context of events management and will prepare them for the challenges of the workplace at a strategic level or to undertake further study at a higher level.

Aims

The aims of the MSc Experiential Event Marketing course are to:

- Develop an in-depth critical understanding of the current key political, social, cultural, environmental and economic issues related to experiential marketing theory applied to events.
- Draw on a range of strategic marketing techniques and stakeholder management knowledge and skills in order to deliver a safe and successful event in a local, national or international context.
- Develop a range of complex problem solving skills and abilities to enable students to set, negotiate and meet personal objectives and deadlines to identified standards, which are transferable to an event workplace at a managerial level.
- Equip students to devise and critically evaluate valid and reliable methods and instruments for data and information collection and analysis.

- Evaluate and critique advances in contemporary theories, strategies and methodologies for an extended piece of research and for the purposes of effective event evaluation.
- Develop graduates at masters level with holistic, strategic and critical abilities in order that they can make a positive contribution as future leaders in the sphere of events management.

Course Learning Outcomes

At the end of the course, students will be able to:

- LO1 Demonstrate a critical awareness of the key socio-cultural, political, economic and environmental factors that shape the marketing of and use of events internationally.
- LO2 Critically apply experiential marketing concepts to event organisations to enhance their performance.
- LO3 Evaluate complex strategic issues facing event organisations and develop appropriate responses to these issues.
- LO4 Examine the management and impacts of 'risk' in the context of experiential marketing techniques associated with events.
- LO5 Acquire, analyse and interpret data, and clearly communicate outcomes from an informed position through a variety of methods.
- LO6 Work autonomously and demonstrate an ability to plan and manage their own work and continuing professional development.
- LO7 Form sound conclusions or solutions based on the critique and application of relevant research, theory and data.

Teaching and Learning Activities

Summary

Students will attend lectures and participate in small-group tutorials. They will execute challenging and authentic events-related tasks, individually and in groups, in seminars and workshop sessions. In support of their studies, students will also conduct their own research on the topics in question, consult digital and other information resources and complete directed readings and other tasks. Teaching activities have been selected to represent a challenging and stimulating diet of activities for the student. The following learning and teaching activities will be used across the modules:

- Students will attend interactive lectures where they will be expected to contribute having done some preparatory reading in advance
- Students will participate in tutorials where they will work in small groups to engage with learning activities
- Students will work independently to research the relevant literature predominantly using electronic databases and search engines

- Students will complete directed activities and formative assessments which will inform the content of scheduled sessions, providing opportunities for feedback
- Specific examples of classroom activities would include: seminar discussion of a range of event marketing articles, group activity evaluating industry risk assessments, group response to a brief for using an event to promote a brand or new product, discussion to develop an events strategy to change perceptions of a place, exercise to apply risk models to real event situations
- External event venue managers and guest industry speakers will be involved to add context and support understanding of key concepts

These activities are all laid out in a module handbook and on the VLE (MyBeckett) but individual and group learning contracts may be used within the course, where appropriate, as a method of planning student work.

Your Modules

This information is correct for students progressing through the programme within standard timescales. Option modules listed are indicative of a typical year. There may be some variance in the availability of option modules. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable.

Full Time, September start:

Level 7			
Trimester 1	Core (Y/N)	Trimester 2	Core (Y/N)
Consumer Behaviour and Experience (20 credits)	Y	Experiential Marketing and Events (20 credits)	Y
Global Brand Management (20 credits)	Y	Relationship Marketing and Events (20 credits)	Y
Strategic and Financial Management for Events Organisations (20 credits)	Y	Research Methods and Event Evaluation (20 credits)	Y
		Professional Practice (20 credits)	Y
Trimester 3	Core (Y/N)		
Masters Research Project (40 credits)	Y		

Full Time, January start:

Level 7			
Trimester 1	Core (Y/N)	Trimester 2	Core (Y/N)
Experiential Marketing and Events (20 credits)	Y	Consumer Behaviour and Experience (20 credits)	Y
Relationship Marketing and Events (20 credits)	Y	Global Brand Management (20 credits)	Y
Research Methods and Event Evaluation (20 credits)	Y	Strategic and Financial Management for Events Organisations (20 credits)	Y
Professional Practice (20 credits)	Y		
Trimester 3	Core (Y/N)		
Masters Research Project (40 credits)	Y		

Part Time, September start:

Level 7			
Trimester 1	Core (Y/N)	Trimester 2	Core (Y/N)
Consumer Behaviour and Experience (20 credits)	Y	Experiential Marketing and Events (20 credits)	Y
Global Brand Management (20 credits)	Y	Relationship Marketing and Events (20 credits)	Y
Trimester 1	Core (Y/N)	Trimester 2	Core (Y/N)
Strategic and Financial Management for Events Organisations (20 credits)	Y	Research Methods and Event Evaluation (20 credits)	Y
		Professional Practice (20 credits)	Y
Trimester 3	Core (Y/N)		
Masters Research Project (40 credits)	Y		

Part Time, January start:

Level 7			
Trimester 1	Core (Y/N)	Trimester 2	Core (Y/N)
Experiential Marketing and Events (20 credits)	Y	Consumer Behaviour and Experience (20 credits)	Y
Relationship Marketing and Events (20 credits)	Y	Global Brand Management (20 credits)	Y
Trimester 1	Core (Y/N)	Trimester 2	Core (Y/N)
Research Methods and Event Evaluation (20 credits)	Y	Strategic and Financial Management for Events Organisations (20 credits)	Y
Professional Practice (20 credits)	Y		
Trimester 3	Core (Y/N)		
Masters Research Project (40 credits)	Y		

Assessment Balance and Scheduled Learning and Teaching Activities

The assessment balance and overall workload associated with this course are calculated from core modules and typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director but applicants should note that the specific option choices students make may influence both assessment and workload balance.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Modules may have more than one component of assessment.

Assessment

On this course students will be assessed by coursework predominantly with one practical assessment.

Workload

Overall Workload	
Teaching, Learning and Assessment	242 hours
Independent Study	1,478 hours
Placement	80 hours or optional sandwich placement

Learning Support

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

Student Services

If you have any questions about life at University, call into our Student Services Centre at either campus or contact Student Advice directly. This team, consisting of trained officers and advisers are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. They also work on a wide range of projects throughout the year all designed to enhance your student experience and ensure you make the most of your time with us. Student Advice are located in the Student Services Centre in the Leslie Silver Building at City Campus and on the ground floor of the Priestley Building at Headingley Campus. The team can also be contacted via email at studentadvice@leedsbeckett.ac.uk, telephone on 0113 812 3000, or by accessing our online chat link, available on the student homepage.

Support and opportunities

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.